

City of Culver City, California
Agenda Item Report

Meeting Date: 10/13/14		Item Number: <u>C-2</u>	
CITY COUNCIL AGENDA ITEM: FOUR-FIFTHS VOTE REQUIREMENT - (1) Approval of a Professional Services Agreement in an Amount Not-to-Exceed \$50,000 with Matrix Consulting Group to Conduct an Evaluation of the City's Development Services Processes; and (2) Approval of a Budget Amendment in the amount of \$50,000 from General Fund Reserves.			
Contact Person/Dept.: Sol Blumenfeld, Director		Phone Number: (310) 253-5700	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒ Date: _____			
Public Notification: (E-mail) Meetings and Agendas – City Council (10/08/14).			
Department Approval Sol Blumenfeld (10/13/14)		City Attorney Approval: Carol Schwab (by H. Baker) (10/08/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (10/08/14)		City Manager: John M. Nachbar (10/08/14)	
<u>RECOMMENDATION:</u> Staff recommends the City Council (1) approve a professional services agreement in an amount not-to-exceed \$50,000 with Matrix Consulting Group to conduct an evaluation of the City's development services processes, and (2) approve a budget amendment in the amount of \$50,000 from General Fund reserves. <u>A 4/5th vote is required to approve the budget amendment.</u> <u>BACKGROUND:</u> On June 6, 2014 the City Council approved a proposed review of the City's development services process following consideration of the Community Development Department annual work plan presented during the Fiscal Year 2014/2015 budget hearings. Pursuant to that direction, staff has solicited proposals from three firms¹ specializing in development services process review and interviewed two based upon their most current relevant experience: Matrix Consulting Group (Matrix) and Management Partners (Management). As a result of that review, staff is recommending the City Council approve a professional services agreement with Matrix. <u>DISCUSSION:</u> <u>Matrix's Experience</u>			

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Matrix was founded in 2002. Since its founding, Matrix has conducted over 100 organization-wide evaluations that included assessment of the development review process in organizations located throughout the country. Similar studies have been prepared for the following cities in California: Sunnyvale, Beverly Hills, West Hollywood, Los Angeles, Pasadena, Glendale, Napa, San Clemente, San Rafael, Rancho Palos Verdes, Rancho Mirage, Half Moon Bay, Monrovia, and Barstow.

Matrix Project Approach

Matrix is proposing the following approach for the project:

- Documentation of development project workflow and required staffing, relying on input from City staff and other stakeholders
- Internal review of each department related to development permit processing
- Use of stakeholders to provide valuable information for documenting problems in the process and getting buy-in on solutions
- On line survey and focus group meetings to assess customer satisfaction with development process
- Detailed implementation plan describing problems and solutions with priorities for each recommendation and the staff responsible for implementation of each recommendation
- Benchmarking best practices for efficiency and effectiveness
- Implementation timing
- Performance measures

Matrix Assigned Staff

Gary Goelitz, Senior Vice-President and Project Manager, has over 34 years of experience as an analyst in the public sector and as a consultant and municipal manager.

Alan Pennington, Vice-President and Project Lead Analyst, has over 15 years of public and private sector experience conducting development review studies.

Jocelyn Mathiasen, Manager and Project Analyst, has 15 years of public and private sector experience in reviewing municipal operations and customer service.

Khushboo Hussain, Consultant and Project Analyst, has experience in management studies of public service delivery.

Matrix Project Schedule

Matrix proposes a twelve week schedule to complete the project. Some implementation assistance will be provided following project completion. However, the proposal assumes the City will generally oversee implementation of the review's recommendations.

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FISCAL ANALYSIS:

The proposed professional services agreement is in an amount not-to-exceed \$50,000. A budget amendment in the amount of \$50,000 from General Fund reserves is being requested to cover the proposed agreement. Given this is a one-time cost and there is sufficient funding available in General Fund reserves, the use of this funding would be appropriate and in line with our current policy. Should the City determine that it wants to use Matrix to fully administer the implementation of its recommendations that would be done as an additional service at additional cost.

ATTACHMENTS:

1. Matrix Consulting Group Proposal

MOTION:

That the City Council

1. Approve a budget amendment in the amount of \$50,000 from General Fund reserves; and
2. Approve a professional services agreement with Matrix Consulting Group to conduct an evaluation of the City development services process at a cost of \$50,000; and
3. Authorize the City Attorney to review/prepare the necessary documents; and
4. Authorize the City Manager to execute such documents on behalf of the City

NOTES

1. Matrix Consulting Group- 201 San Antonio Circle, Suite 148, Mountain View, Ca 94040; Management Partners- 3152 Red Hill Avenue, Suite 210, Coast Mesa, Ca 92626; and Zucker Systems – 3038 Udall Street, San Diego, Ca 92106.